Adrian Grimm

WDD229 – Advanced Web design

Week 11 – Website Analytics

4/03/2020

1. According to the analytics data, there were 753 sessions throughout the given timeframe. This also includes peak traffic times of over 30 sessions. The data shows a fairly steady stream of traffic, though there is room for improvement.

2. The primary visitors to this non-profit’s website are new visitors.

3. The website is reaching surrounding states, making it possible for people in those states to volunteer.

4. The website is most likely to have visitors from Illinois and Michigan. This is based on two factors. First, people from these states spend more time on the website. Second, people from these states viewed more pages. The site has had more visitors from Pennsylvania, but those people spent les quality time engaged with content.

5. The non-profit could start a social media campaign to generate additional traffic. Not only would this make people aware of them, but those people would spread the word also. This would lead to increases in website traffic.